

For assistance in promoting and sourcing local fresh and processed foods including sustainable and organic options in either foodservice or menu development contact:

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[www.gottobeNC.com](http://www.gottobeNC.com)



[www.bestdishnc.com](http://www.bestdishnc.com)

### *Guides & Directories:*

A one-stop guide to all of the Marketing Division's directories and guides.

[www.ncagr.gov/markets/gnd.htm](http://www.ncagr.gov/markets/gnd.htm)

- Fresh Link Fruit & Vegetable Shipper Directory
- Goodness Grows General Store
- Herb Directory
- NC Farm Fresh Directory
- NC Specialty Foods Catalog
- NC Seafood Directory
- NC Fine Foods Export Catalog

# Goodness *Served* in NC Restaurants



# Goodness *Delivered* by Local Distributors

*Supporting the procurement of local products and its distribution to chefs to showcase their use of locally grown and processed products within their menu choices!*





## *Restaurants & Foodservice Distributors qualify for Associate Memberships!*

The Goodness Grows in NC is the official brand and member-based marketing program of the NCDA&CS. The goal of the program is to increase awareness and availability of NC products to the consumers, wholesalers, retailers/ restaurants and food service industries through the use of this logo in product packaging, labeling, restaurant signage and menus. Whether your role is within the supply chain, restaurant/catering operations or menu development, we can offer resources to find and promote your efforts to keep local products as a major component of your operations.

For information on becoming an associate member of the GGINC program and to submit an application, visit our web site at

[www.goodnessgrows.org](http://www.goodnessgrows.org)

We develop, participate or sponsor numerous statewide events such as regional chef challenges and restaurant competitions. These events showcase the talents of our state's chefs in creating dishes and the restaurants use and promotion of local products in their operations and menu development.



The Official Restaurant Competition  
for the NC Department of Agriculture  
& Consumer Services  
[www.bestdishnc.com](http://www.bestdishnc.com)



## Goodness *Promoted* in North Carolina

The Got to be NC marketing campaign directly benefits the membership of the Goodness Grows in NC program. A consistent message, that can be used within any marketing and advertising material and carries the message of "When you want the best, It's Got to be NC".

### *Benefits:*

- Support in designing custom promotions/events to boost traffic in your restaurant
- Restaurant reward program for purchasing local
- Foodservice incentives to seek out local suppliers and move more local product
- Cooperative advertising to help marketing dollars go farther
- Opportunities for NCDA&CS event participation
- Showcase your support of North Carolina's local economy
- Restaurant promotions and Chef Challenges

